



FUNDRAISING AND SPONSORSHIP

PURPOSE

To provide parents/carers and other members of our school community with an overview of Murrumbeena Primary School's approach to fundraising.

POLICY

Fundraising is an important way for Murrumbeena Primary School to raise money so that it can deliver additional learning opportunities, programs for students and improve school amenities.

School staff, members of the school community or School Council: Fundraising and Social sub committee may want to undertake fundraising activities for Murrumbeena Primary School.

Murrumbeena Primary School encourages all members of our school community to be involved in fundraising initiatives and school council fundraising and social sub committee welcomes all proposals for fundraising.

Fundraising is a function of the school council and council must approve all fundraising events or activities on behalf of our school.

At the beginning of each school year, the school council will approve any fundraising events or activities for the upcoming year. If it is necessary during the year, the school council may approve additional fundraising events or activities.

In deciding whether or not to approve particular fundraising events or activities, the school council will act in accordance with legal requirements, any relevant Department of Education and Training policy or guideline, and the Department's *Finance Manual for Victorian Government Schools*.

All money raised through fundraising, unless legally otherwise provided for, will be held on trust by the school council for the general or particular purpose for which it was raised.

Fundraising for Charitable Causes

Murrumbeena Primary School, through the school council, may also decide to fundraise for charitable causes. In deciding whether or not to fundraise for a particular charitable cause, school council may:

- Consider whether the methods used to raise funds for any specific charitable appeal are appropriate
- Seek written advice from organisations promoting fundraising activities on the percentage of funds raised that are directed to the named charity

SPONSORSHIP

DEFINITION:

Sponsorship is the act of supporting an event or organisation financially, through the provision of products, services or activities. in exchange for rights (including naming rights) or certain benefits (such as logo placement or public acknowledgement)

PURPOSE

Murrumbeena Primary School recognises that sponsorship arrangements with business, industry and community groups can enhance educational opportunities for students and augment school funding and resourcing.

AIMS

- To build positive relationships with local businesses and community groups that may benefit the school, and provide an avenue for these groups to actively exercise their social responsibility and support their local community.
- To ensure that arrangements reflect an image that is consistent with the values, goals and policies of the Department of Education and Training (DET), current legislation, the school and the local school community.

NB: The term ‘business’ encompasses industry and other commercial activity. The term ‘community’ includes community services organisations, other educational institutions, local government, ‘not for profit’ groups and other philanthropic bodies.

PROGRAM GUIDELINES

- Sponsorship arrangements must directly contribute to enhancing educational opportunities for students or have some educational purpose in accordance with the school’s Strategic Plan.
- Sponsorship should be accepted only from businesses or organisations whose core purpose does not in any way devalue the community ethos, values or goals of the school curriculum. It should not influence or restrict the way in which the school operates its management, events or programs.
- Sponsorship arrangements should not compromise the values of the school or the autonomy of its leadership and management teams.
- All sponsorship sources or offers, including proposed advertisements, will be assessed and approved by the Principal in consultation with School Council members. Office staff will be notified when such offers are approved.
- The Principal or School Council President may cancel at short notice any arrangement made which appears subsequently to no longer be in the interests of the school’s values or ethos.
- Any sponsorship received should not influence or restrict the school community in its practice or choices of purchasing goods and services.
- The acceptance of sponsorship does not imply the school’s endorsement of a particular product, service or company.

Murrumbeena Primary School will NOT engage in sponsorship that is deemed inappropriate including for the following reasons:

- activities aimed at delivering or replacing core Departmental, school or agency services
- activities or sponsorship partners whose values, products, purposes or objectives are inconsistent with the Department’s policies, values, priorities or objectives.
- political parties, tobacco companies, gaming venues, companies involved in the sale or promotion of alcohol, or involved in the sale/promotion of firearms
- companies that encourage unhealthy food choices by young people
- religious organisations or religious activities
- unregistered charities and not-for-profit organisations, including those not registered with the Australian Charities and Not-for-profits Commission
- organisations or companies that are financially unsound or unstable (see section on implementing effective risk management)
- agencies with inspectorial or regulatory powers over the Department

- any activity or organisation seeking for the Department to directly endorse or promote its products and/or services
- any activity in breach of the Code of Conduct for Victorian Public Sector Employees.

APPROVALS AND REPORTING

Detailed guidance on process steps, required approval levels and recording requirements is contained within the Schools Sponsorship Procedure document (Link found in resources listed below), which must be read and followed in conjunction with this Policy. Below is a summary of the approvals required at various sponsorship levels.

Incoming sponsorship value	Approved by:	Sponsorship register
Equal to or less than \$25,000	School Council	School register
Greater than \$25,000	School Council Regional Director Executive Director, Communications Division	School register, and Central Department register via Communications Division
Outgoing Sponsorship value	Approved by:	Sponsorship register
Equal to or less than \$25,000	Align with school financial delegation approval limits.	School register
Greater than \$25,000	Align with school financial delegation approval limits.	School register, and Central Department register via Communications Division

EVALUATION

- Feedback on all sponsorship arrangements by the school community is encouraged.
- Financial statements will be provided to the School Council outlining the benefits of each sponsorship arrangement.

NB It is the responsibility of sponsors to seek their own advice regarding financial considerations/benefits.

FURTHER INFORMATION AND RESOURCES

- School Policy and Advisory Guide: [School Generated Funding](#)
- [Finance Manual for Victorian Government Schools](#)
- [Fundraising Act 1998](#)
- [School Financial Guidelines](#)
 - *Internal Controls for Victorian Government Schools*
 - *Cash handling Resources*
 - Cash Handling Best Practice Controls
 - Cash Handling Authorised Form Fundraising Collection
 - Cash Handling Authorised Form Ticket Sales Not at Office
 - Cash Handling Authorised Form

REVIEW CYCLE

This policy is scheduled for review in a 3-4 year cycle.